European best-practices for flanking measures for MaaS

27.04.2021
Concall 10-11h30

Practicalities

Please keep your **microphone and video off** at all time

The **moderator** will guide you through the meeting. The meeting will be **recorded** *(please signal if you disagree)*
*Everybody speaks his/her **language***

Don't hesitate to **comment** or ask **questions**, or to use the **chat box**.

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All **slides** will be send to you afterwards

Agenda

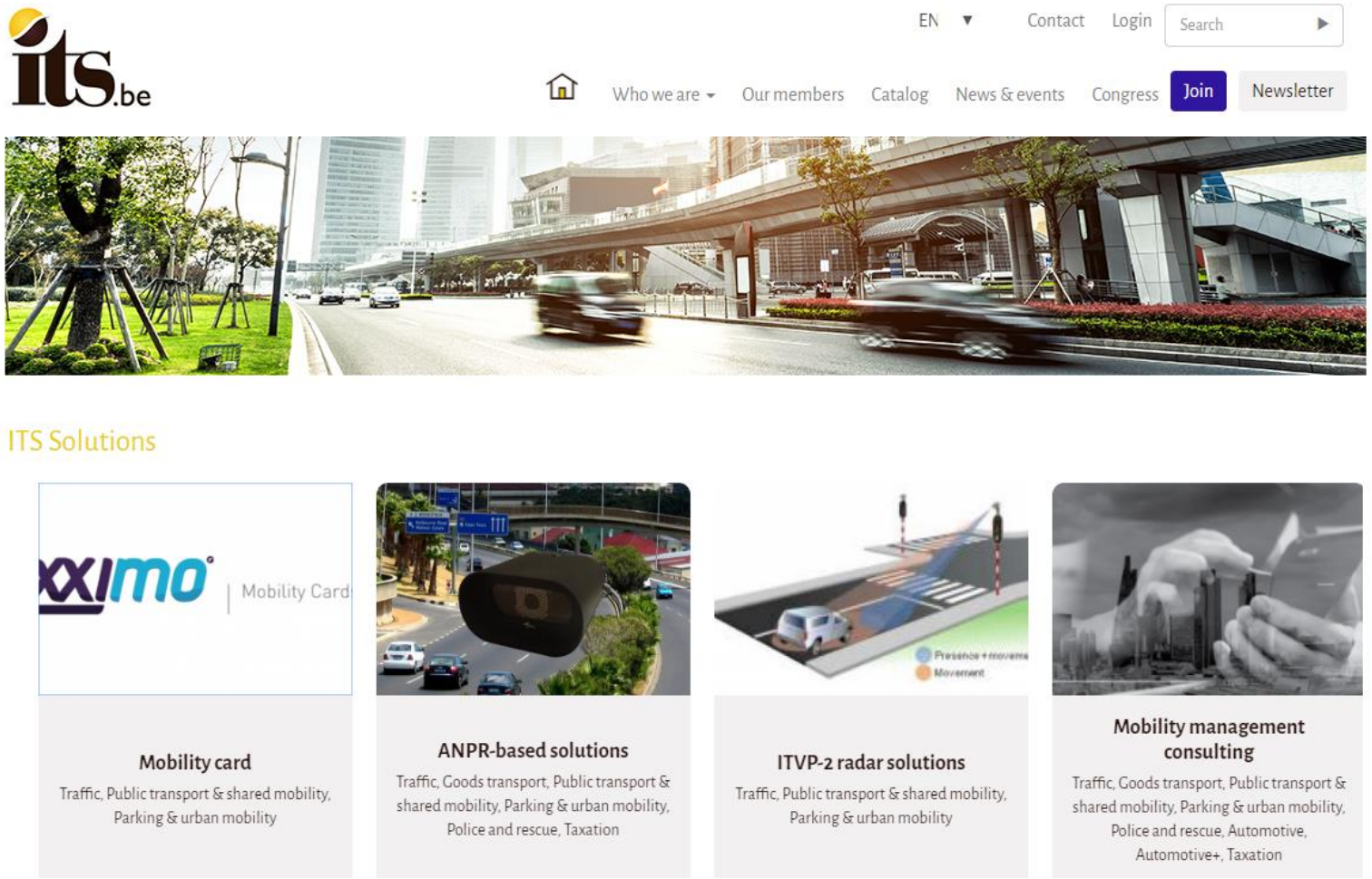
1. Introduction - *Peter Van der Perre (ITS.be)*
2. Emerging best practices in Europe - *Piia Karjalainen (MaaS Alliance / ERTICO)*
3. MaaS – Flank and Core. What to do to scale MaaS?- *Philippe Crist (International Transport Forum / OECD)*
4. Perspective from a MaaS provider - *Ida Schauman (MaaS Global)*
5. A Belgian perspective - *Jean-Marc Timmermans & Amélie Cardyn (Agoria)*
6. Conclusions - *Peter Van der Perre (ITS.be)*

Introduction

Peter Van der Perre, director (ITS.be)

ITS.be

“sustainable mobility enabled by technology - impartial, public-private, multimodal”



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worldline
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powered by tendris and sodexo

Examples flanking measures

- Regulatory measures - eg license models
- Market development - commissions for resale of PT tickets
- Behavioural change - eg SlimNaarAntwerpen campaign
- Technical harmonisation - eg CEN standardization activities
- Infrastructure support - eg multimodal hubs

Policy levels

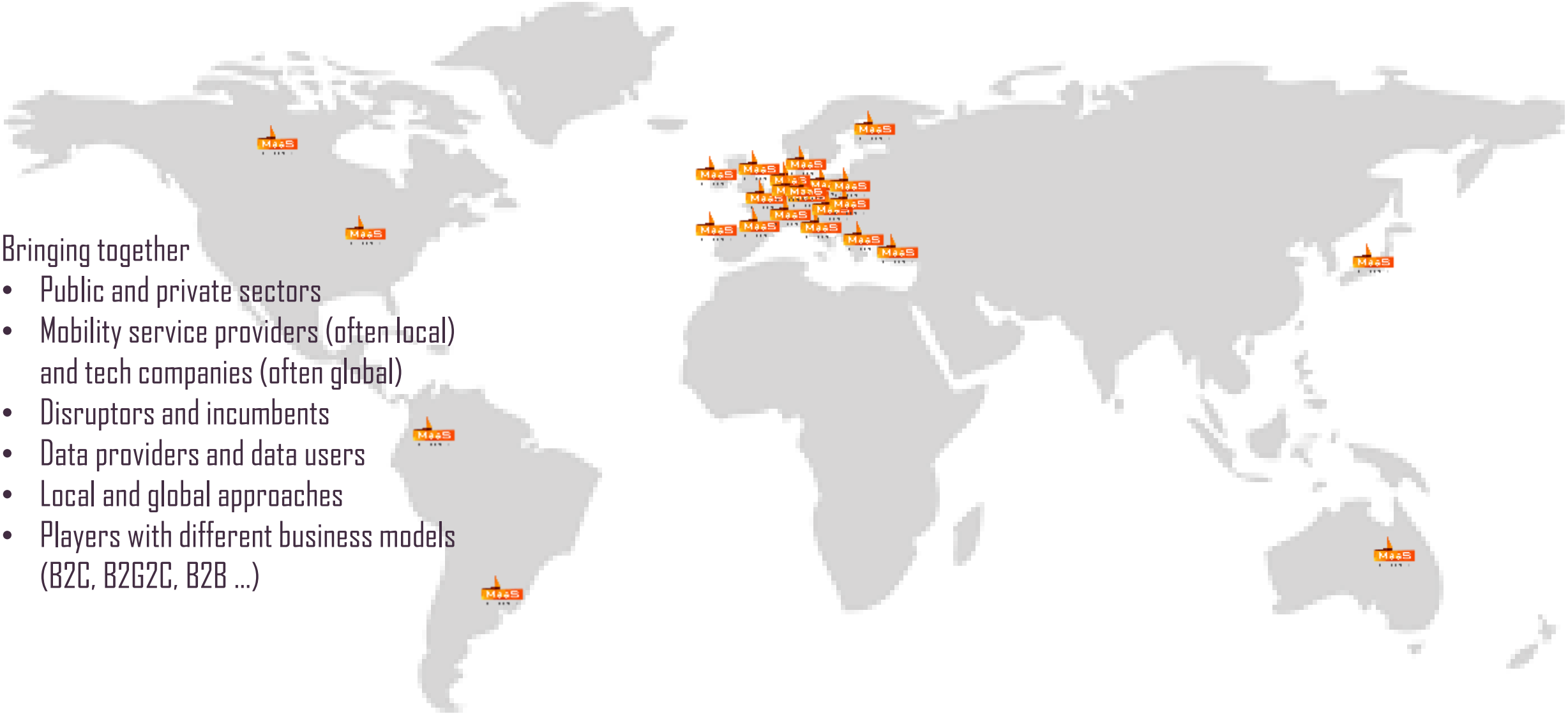
- EU level
- Federal level
- Regional level
- Local/urban level

European best practices
for flanking measure for MaaS

ITS.be 27 April 2021

Piia Karjalainen, MaaS Alliance

MaaS Alliance – Global network with Members from 25 countries



Bringing together

- Public and private sectors
- Mobility service providers (often local) and tech companies (often global)
- Disruptors and incumbents
- Data providers and data users
- Local and global approaches
- Players with different business models (B2C, B2G2C, B2B …)

According to headquarters, updated March 2021

MaaS – State of the Art

Significant CO2 emission reduction potential and support for favourable modal shift

Push for digital & green solutions by COVID19

Burden of proof on economic & environmental sustainability

Urban mobility market is very fragmented – slow rollout of scaling schemes

Limited access to public transport ticket resale is a speedbreaker for integrated services

Work in progress

- **ITS Directive revision** (ongoing)
- **Revision of Delegated Regulation on MMTIS** (ongoing)
- **TEN-T revision** (ongoing)
- **Guidelines for digital multimodal platforms** (2022)
- **Data Governance Act, Digital Markets Act, Digital Services Act** (ongoing interinstitutional negotiations)
- **Data Act** (upcoming 2021)
- **Twin digital & green transition supported by funding :** Horizon Europe, Digital Europe, InvestEU, ...

First Vice-President of European Commission Frans Timmermans of the Netherlands delivers his speech during the debate on sustainable investment plan, just transition fund and Roadmap on Social Europe at the European Parliament in Strasbourg, France, 14 January 2020. [EPA-EFE | Patrick Seeger]

Languages: Français | Deutsch

Comments Print

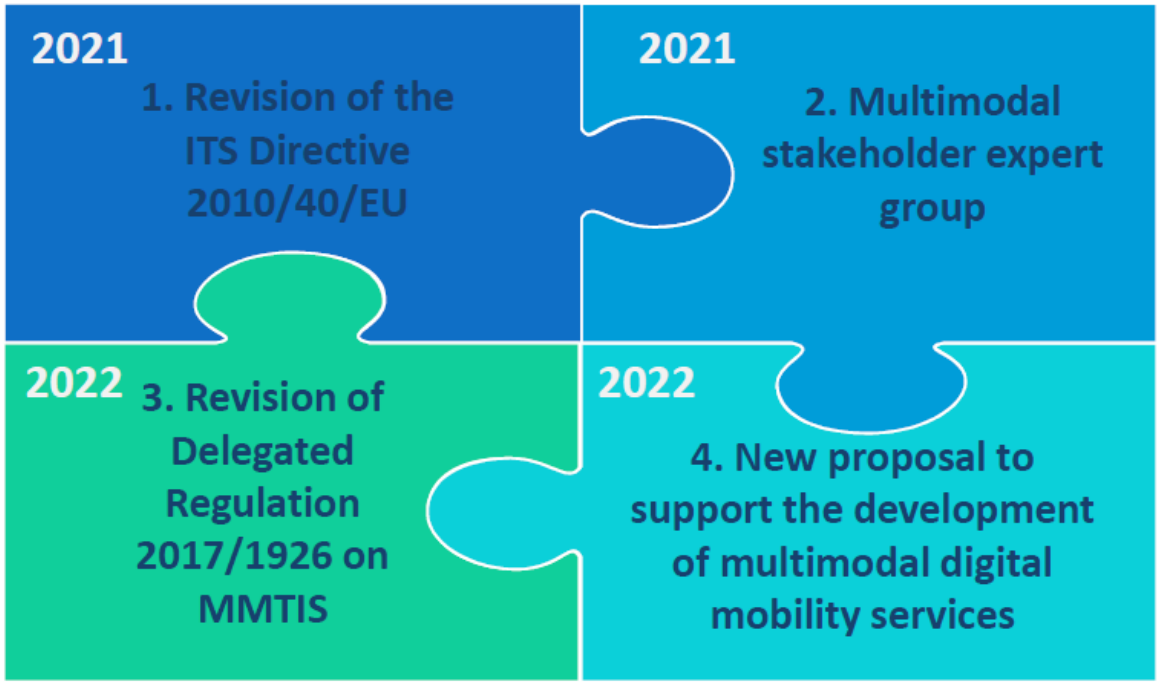
The European Commission's Green Deal chief, Frans Timmermans, assured EU lawmakers on Tuesday (21 April) that "every euro" spent on economic recovery measures after the COVID-19 crisis would be linked to the green and digital transitions. EURACTIV Germany reports.

"Every euro we invest must flow into a new economy rather than old structures. We must avoid that at all costs," he told the European Parliament's environment committee during a video conference.

"The European Green Deal is a growth strategy and a winning strategy," the Dutchman said on Twitter after the meeting.

Multimodal Digital Mobility Services

Objective: establishing a clear EU framework to increase the deployment of digital mobility services within and across modes, with the intention to significantly improve multimodality, inclusiveness and sustainability.



Coherent with modal developments:
TAP-TSI (rail) and CRS-Code of Conduct (aviation)

SUSTAINABLE & SMART
MOBILITY STRATEGY

Multimodal Digital Mobility Services

1. Revision of the ITS Directive 2010/40/EU (approval planned for Q3 2021)

- Horizontal provisions applicable to all ITS services, and relevant to Multimodal Digital Mobility Services, will be developed (among other policy measures). More specifically, the Directive will clarify role and responsibility of ITS services as regard e.g. provision of information in a format accessible to people with disabilities and transparent ranking of mobility options.

2. Multimodal Stakeholder expert group (2021)

- Steering policy orientations and providing input for the different regulatory actions.
- Establishing it as a long-lasting structure to support passenger multimodality.

3. Revision of the Delegated Regulation 2017/1926 on MMTIS (Q2 2022)

- **Technical part of the initiative**, which will look at mandating new data types and dynamic data for information and re-linking services + strenghthening provisions related to data quality

4. New market proposal to support Multimodal Digital Mobility services (Q2 2022)

- **Market part of the initiative**, which will look at establishing a framework for commercial agreements (between operators and MDMS) and introducing obligations for MDMS

European Commission | Mobility and Transport

TRUST

Towards open mobility ecosystem

Regulation as trust building mechanism

- Focus on facilitation of access to data, access to market and fair competition
- Regulation can also reduce market fragmentation

Governance to ensure the delivery of societal values

- Not one but many business models
- Enablers for open ecosystem
- Accountability on decarbonisation, inclusivity
- Incentives dictate the business models

Common architecture and common “language”

- Minimum Interoperability Mechanisms
- Data Models

MaaS ALLIANCE

Open ecosystem for innovations and market with a variety of choice

Putting people at the center

Engagement – creating MaaS for and with all

New togetherness for better mobility

Market dynamism and trust

Advanced data sharing models and incentives schemes

Access to critical assets

Sustainable mobility ecosystem

hain

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tween public and private organisations
odal mobility services
ptake of MaaS services

be consistent with multiple mobility

e flexible offerings to users
public transport being the backbone

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ta to enhance the efficiency of the

s a city lab
i.e., subsidies)

icy goals and increase such societal
ngestion, reduced CO2 emissions,
y and services to minorities
and market objectives
new business models
benefit transport system planning
es

d customer care channels, along with
with relatively low costs (as part of an

grating offerings into a compelling
rurban areas, as well as rural regions,
lative to private vehicles

rvice-related market growth and the
at come with taking a comprehensive

5G will create possibilities for new features
Ability to offer additional in-vehicle services

ALLIANCE

available at
MaaS Alliance's LinkedIn

Thank you for your attention!

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Resources

Data:

*Feedback to Data Strategy

Digital Services:

*Feedback to Digital Services Act Consultation

ITS Directive and Ticketing:

*Study on Market Access and Competition Issues

*Creating functional foundation for the European MaaS model

Green and Digital Transition:

*Suggestions for legislative and financial measures

www.maas-alliance.eu

Twitter: @MaaS_Alliance

LinkedIn: https://www.linkedin.com/company/maas-alliance/

Relevant links:

- **ITS Directive revision** (ongoing) – link
- **TEN-T revision** (ongoing) - link
- **Data Governance Act**, **Digital Markets Act**, **Digital Services Act** (ongoing interinstitutional negotiations) MaaS Alliance feedback available on request
- **Data Act** (upcoming 2021)
- **Transformation supported by funding opportunities**
  - Horizon Europe
  - Digital Europe
  - InvestEU

MaaS – Flank and Core. What to do to scale MaaS?

Philippe Crist

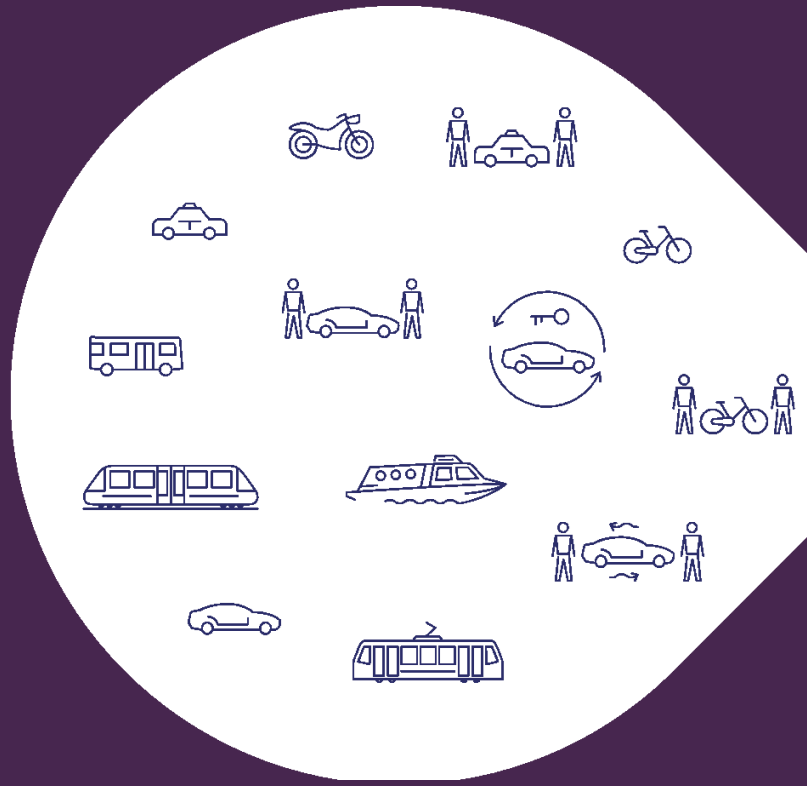
Advisor, Innovation and Foresight

ITF - International Transport Forum

A perspective from a MaaS provider

European best-practices for flanking measures for MaaS

Ida Schauman, Policy Lead



- Travel information
- Routeplanner
- Tickets
- In-app payment
- Subscriptions, bundles, PAYG

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Maas GLOBAL

MaaS wishlist

1. Sustainability - taking on the private car
2. Be accessible to all
3. Creating green growth

(Make city planning more efficient, reduce congestion and need for parking, save costs for public sector, enable living as a service, cater to all groups in society, solve rural mobility challenges, make off-peak travel attractive, promote public health, increase revenue for public & private services, create and guarantee multimodal passenger rights, take on GAFA growth dominance…)

Starting with the basics

Access to high-quality data

A level playing field

Interoperable systems

- Enabling MaaS through licensing, Antwerp
- Enabling MaaS through pilots and concession policy and pilots in the Netherlands
- Regulatory framework for MaaS adopted in Finland
- French law on mobility?

Sustainability - - taking on the private car

Flanking measures:

- Supply stimulation
- Demand stimulation
- Mobility service infrastructure
- Enabling sustainable services
- Car & parking policies
- Public procurement

Access to data

Requiring consumer information on emissions

Mandating access to and inclusion of public transport

A level playing field

Fair commercial terms supporting market maturity

Fair competition and multitude of choices

Freedom to bundle

Interoperable systems

Supporting full integrations

Access to commuter ticket products

Be accessible to all

Flanking measures:

- Accessible infrastructure!
- Standardisation of built environment
- Innovation support
- Digital skill programs
- Implementation of existing regulation into MaaS

Granular data on platform and vehicle accessibility

Access to high-quality data

A level playing field

Access to discount products and cross-border recognition of disabilities

Common rules on accessibility of products & services

Data on capacity, noise levels

Interoperable systems

Continued support for special needs

Full utilisation of smartphone capability

Creating green growth

Flanking measures:

- Simplified licensing to promote scalability of services
- Enforcing existing competition law EU-wide

Data sharing that promotes competition

Access to high-quality data

A level playing field

Unified baseline for resales

Guidance on MaaS & competition

Standardisation & technical readiness

Interoperable systems

Stimulation of sustainable demand

“If I had asked people what they wanted, they would have said faster horses.”

– Henry Ford

Maas GLOBAL

Thank you!

Ida Schauman
Policy Lead
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A Belgian perspective

Jean-Marc Timmermans (Agoria)

Flanking measures - overview and priorities Agoria

	Regulatory measures	Market development	Behavioural change	Technical harmonisation	Infrastructure support
Federal level	**Mobility budget**	**Public Service Agreements** NMBS	**Multimodal route planners**	**Gaia-X for Belgium** National Access Point	**Mobility hubs** Railway stations
Regional level	MaaS regulatory framework *KPI's & objectives*	Vervoerregio's / AOT multi-modal offer PTO, shared	**Flexible tariffs & smart km charging**	Smart Cities Vlaanderen Mobilidata	Mobility hubs & **Future proof infrastructure**
Local level	Control and enforcement of licences (interoperability, data sharing etc.)	*Vervoer op maat franchised / lic.* *Pilot projects*	Initiatives from Cities & Municipalities *Replicability*		Mobility hubs

Conclusions

Peter Van der Perre (ITS.be)

What is the most impactful flanking measure for you?

Mentimeter

27

Upcoming ITS.be meetings 2021

6 May 14-15h30: Virtual visit hyperloop The Netherlands

27 May 9h00-12h: MaaS webinar (FRDO & FOD M&V)

2 June 10-12h: Webinar C-ITS at city level

9 June 10-12h: Webinar interoperable ticketing & payment for public transport

23 September all day: ITS.be congress Brussels

11-15 October all day: ITS world congress Hamburg

17 November 10-12h: Webinar harmonisation of electromobility information and payment

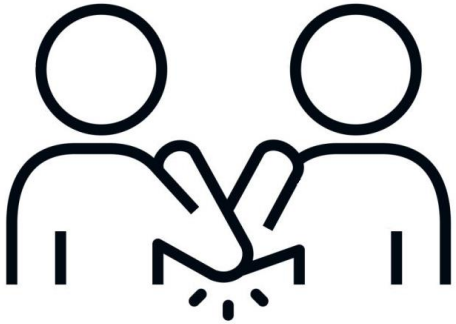
2 December 14-16h: Webinar MaaS all-hands meeting

15 December 10-12h: Webinar towards common smart mobility API's

Evolving programme

- Automotive
  - ACE - Autonomous, Co-operative & Electrical Driving
  - RUC - Road User Charging
- Multimodality
  - MMM - Multimodal Mobility Management - digitalisation by authorities
  - MaaS - Mobility as a Service

More info: www.its.be or km@its.be



Thank you for participating!

The link with all presentations will be send to you